



DEPARTMENT OF PLANNING  
STAFF REPORT

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**PLANNING COMMISSION PUBLIC HEARING**

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**DATE OF HEARING: March 19, 2009**

**ZMOD 2008-0008, Lakeview at University Center Comprehensive Sign Package**

**DECISION DEADLINE: May 12, 2009**

**ELECTION DISTRICT: Broad Run**

**PROJECT PLANNER: Michael Elabarger**

**EXECUTIVE SUMMARY**

MRP/TBG Associates, LLC of Washington, D.C., has submitted an application pursuant to Section 700.2 of the 1972 Zoning Ordinance to modify the applicable provisions of Section 523 of the 1972 Zoning Ordinance to implement a Comprehensive Sign Package that proposes changes to the permitted number, location, and size of signs. The property is being developed pursuant to ZMAP 1986-0029 (University Center); ZMAP 1992-0004 (University Center Parcels G, J, K, M, & P); ZCPA 1992-0009 (University Center); ZCPA 2000-0009 (University Center Land Bays D, E, F, H, P1, I4, & N); and ZCPA 2006-0005 (University Center) in the PD-RDP (Planned Development-Research Development Park) zoning district under the 1972 Zoning Ordinance. The property is located within the Route 28 Taxing District and the AI (Airport Impact) Overlay District, outside of but within one (1) mile of the Ldn 60 aircraft noise contour. The property is approximately 55.72 acres in size and is located south of Riverside Parkway (Route 1052), east of Smith Circle (Route 823) and on the north side of Harry Byrd Highway (Route 7) in the Broad Run Election District.

The area is governed by the policies of the Revised General Plan, the Revised Countywide Transportation Plan, the Countywide Retail Policy Plan Amendment, and the Dulles North Area Management Plan, which designate the property as a Keynote Employment Center and recommend non-residential densities between 0.4 and 1.0 Floor Area Ratio (FAR).

**RECOMMENDATION**

Staff recommends that the Planning Commission forward the application to the Board of Supervisors with a recommendation of approval, subject to the Conditions of Approval dated March 5, 2009, and based on the findings in this staff report.

## **SUGGESTED MOTIONS**

1. I move that the Planning Commission forward ZMOD 2008-0008, Lakeview at University Center Comprehensive Sign Package, to the Board of Supervisors with a recommendation of approval, subject to the Conditions of Approval dated March 5, 2009, and based on the attached Findings.

OR,

2. I move that the Planning Commission forward ZMOD 2008-0008, Lakeview at University Center Comprehensive Sign Package, to a work session for further discussion.

OR,

3. I move that the Planning Commission forward ZMOD 2008-0008, Lakeview at University Center Comprehensive Sign Package, to the Board of Supervisors with a recommendation of denial, based on the following Findings:

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**ZMOD 2008-0008  
Lakeview at University Center Sign Package**

**APPLICANT/OWNER:** MRP/TBG Associates LLC  
J. Richard Saas  
1133 21<sup>st</sup> Street NW  
Washington, DC 20036

**REPRESENTATIVES:** Cooley Godward Kronish LLP  
Colleen Gillis Snow, Esquire & Ben I. Wales, Planner  
One Freedom Square, Reston Town Center  
11951 Freedom Drive  
Reston, VA 20190-5656  
703-456-8609

**PROPOSAL:** A Zoning Modification for a Comprehensive Sign Package.  
  
The application was accepted for review on August 11, 2008.

**LOCATION:** Northwest quadrant of intersection of Loudoun County Parkway  
(Route 607) and Harry Byrd Highway (Route 7)

**TAX MAP/PARCEL:**

<u>Street Address</u>	<u>Tax Map Number</u>	<u>PIN #</u>
20065 Lakeview Center Plaza, Ashburn, VA 20147	/63/E19/////1/	057-40-3382
20070 Lakeview Center Plaza, Ashburn, VA 20147	/63/E19/////2/	057-40-6876
20120, 20125 Lakeview Center Plaza, Ashburn, VA 20147	/63/E19/////3/	057-30-3550
20045, 20135 Lakeview Center Plaza, Ashburn, VA 20147	/63/E19/////4/	057-30-1571
20080, 20130 Lakeview Center Plaza, Ashburn, VA 20147	/63/E19/////5/	057-30-5522
44850 Lakeview Overlook Plaza, Ashburn, VA 20147	/63/E20/////A/	039-35-6244
44825, 44830, 44835, 44845 Lakeview Overlook Plaza, Ashburn, VA 20147	/63/E20/////B/	039-35-4802

**ZONING:** PD-RDP

**PROPOSED RESIDENTIAL UNITS:** N/A

**PROPOSED NON-RESIDENTIAL FLOOR AREA:** N/A

<b>SURROUNDING -</b>	<b><u>ZONING</u></b>	<b><u>EXISTING LAND USE</u></b>	<b><u>PLANNED LAND USE</u></b>
<b>NORTH</b>	PD-RDP	Office/Residential	Keynote Employment
<b>SOUTH</b>	PD-IP/PD-OP	Vacant (future mixed use)	Keynote Employment
<b>EAST</b>	PD-RDP	Vacant/Office/Retail	Keynote Employment
<b>WEST</b>	A-3	Low density residential	Keynote Employment

**ELECTION DISTRICT:** Broad Run

## II. SUMMARY OF DISCUSSION

Topic/Issue Area	Issues Examined and Status
Comprehensive Plan	Staff reviewed the application against the following policy: <i>Revised General Plan, Retail Plan (CPAM 1996-0001), Section VI. Design Guidelines, D. Signs and Lighting</i>
	<ul style="list-style-type: none"> <li>Provide information regarding previously approved signage within University Center and its relationship to the proposed signage. Status: RESOLVED with applicant response of history and desire for new uniform signage; see Attachment pg. A-029.</li> </ul>
	<ul style="list-style-type: none"> <li>Provide a sign location plan so that staff can assess whether the proposed number and location of each sign is reasonable and whether the distribution of these signs is appropriate. Status: RESOLVED with inclusion of a building layout with noted signage; see page 8 of CSP.</li> </ul>
	<ul style="list-style-type: none"> <li>Define the proprietary box type signage and provide a depiction of the appropriate use of such signs. Status: RESOLVED, the applicant removed proprietary box type signage from the application.</li> </ul>
	<ul style="list-style-type: none"> <li>Reduce the size of the proposed entrance monument signs. Status: RESOLVED with justification as to the appropriate size for location along major roadways and the hierarchy of signs within development; see Attachment pg. A-030.</li> </ul>
	<ul style="list-style-type: none"> <li>Provide detailed information regarding the number and location of site directional signs, and reduce the size of the Lakeview development logo. Status: RESOLVED, the applicant removed site directional signs from application.</li> </ul>
	<ul style="list-style-type: none"> <li>Consider eliminating the project identification signs if redundant with monument or site directional signs. Status: RESOLVED, the applicant removed project identification signs from application.</li> </ul>
	<ul style="list-style-type: none"> <li>Revise the size, location, graphic design, and number of housekeeping signs. Status: RESOLVED, the applicant removed housekeeping signs from application.</li> </ul>
	<ul style="list-style-type: none"> <li>Eliminate or reduce in size the bank monument signs if redundant with building-mounted signs. Status: RESOLVED, applicant reduced sign height from 6' to 5' and maximum area from 50 SF to 40 SF; see Attachment pg. A-022, CSP pg. 26.</li> </ul>
	<ul style="list-style-type: none"> <li>Reduce the number of temporary (marketing) signs to two per building for banks and restaurants; agree to remove marketing signs when adjacent buildings are leased. Status: RESOLVED, applicant reduced size from 32 SF to 24 SF and one marketing sign per building, agreed to condition regarding removal of marketing signs; see Attachment pg. A-022, Condition #3, page 17 of CSP.</li> </ul>
	<ul style="list-style-type: none"> <li>Justify requested restaurant signage amounts and provide an illustrative of restaurant building-mounted signs with requested maximum signage. Status: RESOLVED, applicant revised application with graduated sign area based on size of building; see , Attachment pages A-032 and A-035, CSP page 30.</li> </ul>
	<ul style="list-style-type: none"> <li>Define "pad site directional signs" for restaurants and provide a depiction of these signs. Status: RESOLVED, the applicant removed pad site directional signs from application.</li> </ul>
	<ul style="list-style-type: none"> <li>Reduce the size of hotel monument signs. Status: RESOLVED with justification of comparative building and sign sizes; see Attachment pg. A-023.</li> </ul>
	<ul style="list-style-type: none"> <li>Include details regarding landscaping around the base of ground-mounted signs. Status: RESOLVED, applicant agrees to Condition #4 regarding such landscaping.</li> </ul>
	<ul style="list-style-type: none"> <li>Commit to light-pole banner signs being temporary and along pedestrian path-ways. Status: RESOLVED, applicant removed light-pole banner signs from the matrix, and notes on page 16 of the CSP that such signs shall meets the requirements of Section 523.1.4 of the Ordinance.</li> </ul>

	<ul style="list-style-type: none"> <li>Commit to lighting standards as described. Status: RESOLVED, the applicant agrees to Condition # 2 regarding how lighting will be provided.</li> <li>Reduce bank building-mounted signs to one per main elevation and a maximum sign area of one square foot per linear foot of building façade. Status: RESOLVED, applicant revised with hierarchy based on amount of building façade; see pg. 26, 30 of CSP.</li> </ul>
<b>Zoning</b>	<ul style="list-style-type: none"> <li>Revise references to 'retail' uses to be consistent with those in Proffer 4.B. of ZCPA 2006-0005. (<i>Revised General Plan, Retail Plan (CPAM 1996-0001), Section VI. Design Guidelines, D. Signs and Lighting</i>) Status: RESOLVED, applicant made revisions; see pages 21-25 of CSP.</li> <li>Revise comparison matrix regarding business signs. (<i>1972 Zoning Ordinance, Section 523.2.18</i>) Status: RESOLVED, applicant made revisions; see pages 3-6 of the CSP.</li> <li>Revise matrix to note that both sides of a double sided sign are counted as sign area, and awning sign area is calculated based on the entire awning area. (<i>1972 Zoning Ordinance, Section 523.2.18</i>) Status: RESOLVED, applicant made revisions; see pages 16, 17, 22, and 27 of the CSP.</li> <li>Directional signage, project Identification building mounted signs, Sidewalk and A-frame signage, and off premises signage are not permitted sign types. (<i>1972 Zoning Ordinance, Section 523.2, Permitted Signs</i>). Status: RESOLVED, the applicant removed these types of signs from the application.</li> <li>Project entry monument sign is a business sign-project sign. (<i>1972 Zoning Ordinance, Section 523.2.18</i>) Status: RESOLVED, the applicant made revisions; see page 3 of the CSP.</li> <li>Light pole banners cannot be visible from a highway. (<i>1972 Zoning Ordinance, Section 523.1.4</i>) Status: RESOLVED, the applicant added a note in CSP that light pole banners will comply with Section 523.1.4; light pole banners removed from the comparison matrix.</li> <li>Marketing signs are real estate signs. (<i>1972 Zoning Ordinance, Section 523.2.15</i>). Status: RESOLVED, the applicant made revisions; see page 3 of the CSP.</li> <li>Revise Bank and Restaurant-Temporary Building Mounted Banners; these are not temporary signs, will be counted as signage for use, adjust sign number and aggregate amounts. (<i>1972 Zoning Ordinance, Section 523.2.18</i>) Status: RESOLVED, applicant made revisions; see pages 27 and 31 of the CSP.</li> <li>Revise Hotel signs regarding maximum aggregate sign area. (<i>1972 Zoning Ordinance, Section 523.2.18</i>) Status: RESOLVED, following further discussion with staff, more specific maximums set, exact sign sizes on specific façade faces; see pages 32, 33 of the CSP.</li> </ul>

<b>Policy or Ordinance Sections Subject to Application</b>	
<b><u>Revised General Plan</u></b>	
Dulles North Area Management Plan (DNAMP)	
Chapter 1 / Relationship to Other County Planning Documents / 2 <sup>nd</sup> Paragraph	
Countywide Retail Plan Amendment (Retail Plan)	
Chapter 5 / Built Environment Policies / Policy 1	
Chapter 11 / Design Guidelines / 7. Light Industrial and Regional Office	
Chapter 11 / Design Guidelines / B. Suburban Community Design Guidelines / Community Form / Policy 1.d.	
Chapter 5 / Group One: Natural Resource Assets / F. Plant & Wildlife Habitats / Policy 7	
Chapter 5 / Group Five: Complementary Elements / B. Lighting & Night Sky / Policy 1	
<b><u>Retail Plan (CPAM 1996-0001)</u></b>	
Section VI. / Design Guidelines / D. Signs and Lighting / Policy 1	
<b><u>1972 Zoning Ordinance</u></b>	
Section 523, Signs – Compliance. (See Section VI. for the entire section)	

### III. FINDINGS FOR APPROVAL

1. The Comprehensive Sign Package, as conditioned, is compatible with the Revised General Plan in that:
  - a. it matches we consistent with the environs and architectural design of the Lakeview development at University Center;
  - b. it provides a color palette and typography for site permanent and temporary signs;
  - c. it allows for proprietary fonts and color schemes of tenants;
  - d. it establishes standards for the size, type, and number of proposed signage;
  - e. it utilizes a graduated hierarchy of sign size based on the amount of building façade for restaurants and banks;
  - f. it establishes appropriate requirements for the maintenance of permanent signs and the removal of temporary signs.
2. Subject to the proposed modification request, and the conditions of approval, the application conforms to the 1972 Zoning Ordinance.

### IV. CONDITIONS OF APPROVAL (March 5, 2009)

1. Substantial Conformance - Sign size, height, location, number, colors and materials shall be provided in substantial conformance with the "Lakeview at University Center Comprehensive Sign Package" revised dated February 24, 2009, prepared by MRP/REALTY and CMSS Architects, PC. Approval of this application does not relieve the Property of any Zoning Ordinance, Codified Ordinance, or any other requirement. In the event of a conflict between the approved Comprehensive Sign Plan and the Zoning Ordinance regarding a sign expressly prohibited in Section 523.1 of the 1972 Zoning Ordinance, the provisions of that Zoning Ordinance shall supersede the approved Comprehensive Sign Plan.
2. Sign Lighting - All lighting shall be designed to adhere to the following standards:
  - a. Fixtures shall be full cutoff and fully shielded in order to preclude light trespass beyond the sign area or onto adjoining properties;
  - b. Energy efficient lighting, such as LED (light emitting diodes) or equivalent, shall be utilized where feasible for all exterior sign lighting;
  - c. Illumination levels will be no greater than necessary for a light's intended purpose;
  - d. Spotlighting of monument signs shall be ground mounted, shielded, and use focused optic lenses to direct illumination at the intended sign elements;
  - e. Spotlighting of front illuminated letters shall be fully shielded and directed solely at the intended sign elements;
  - f. No animation, neon, or moving lights shall be permitted for any sign;
  - g. Building-mounted signs shall contain no exposed lighting elements.
3. Removal of Marketing Signs - Once a commercial building is either 100 percent leased or sold, all real estate and marketing signs shall be removed within 30 days following the execution of the lease or sale of the commercial building.



4. Ground-mounted Sign Landscaping – The applicant shall provide landscaping around all ground-mounted, freestanding, and monument signs as follows:
  - a. A minimum landscape area extending horizontally at least three-feet (3') from the base (excluding marketing signs)
  - b. Plantings shall include small trees, shrubs, perennials, grasses, and grass-like plants.
  - c. All signs of 6' high or greater should include trees to the sides and rear, but that do not block the signage or impede sight distance requirements at entrances.
  - d. Landscaping shall utilize species for at least 80% of the planted material that are native to the Piedmont Physiographic Province of the Chesapeake Bay Watershed, as described in "Native Plants for Wildlife Habitat and Conservation Landscaping," written by the U.S. Fish and Wildlife Service.
5. Landscaping Maintenance - Individual signs and associated landscaping materials shall be maintained by the property owner or appropriate owners association in order to provide complete legibility of signage and to sustain the life of the planted material.

## V. PROJECT REVIEW

### A. Context

The development known as Lakeview at University Center is located at the northwest quadrant of the intersection of Route 7 and Loudoun County Parkway (Route 607). The entire University Center development is zoned Planned Development - Research and Development Park (PD-RDP) and is subject to the 1972 Zoning Ordinance. University Center has a long history of legislative applications governing its development, the most recent of which, a zoning concept plan amendment (ZCPA 2006-0005), was approved by the Board of Supervisors in 2008, increasing the total floor area for three parcels, while maintaining the same maximum FAR, due to less right-of-way needed for the Route 7/Loudoun County Parkway interchange than anticipated under previous approvals.



The subject area west of the future extension of Loudoun County Parkway was previously referred to as Parcel E, but was subdivided and now is referenced by these parcel identification numbers (PINs): 057-40-3382; 057-40-6876; 057-30-3550; 057-30-1571; 057-30-5522. The area east of the future location of Loudoun County Parkway was previously referred to as Parcel F, but was also subdivided into parcels identified as 039-35-6244 and

039-35-4802. Together, the land subject to this application comprises approximately 55.72 acres.

In conjunction with these subdivisions, both these areas are actively being developed. Former Parcel E currently has two office buildings erected and the hotel in the northwest portion of the site is under construction, pursuant to an approved Site Plan (STPL 2006-0088)<sup>1</sup> and Site Plan revision (STPR 2008-0007)<sup>2</sup>. The subject area to the east has a conditionally approved site plan (STPL 2007-0059) for an 118,400-square foot commercial office/retail site.

This Comprehensive Sign Package (CSP) proposes changes to the Ordinance regulations regarding the numbers of signs, sign locations, and sign sizes. A matrix comparing the proposed sign types with the requirements of the Ordinance is included on page 3-6 of the CSP. Page 8 of the CSP is a site map of the property identifying where the types of signs (hotel, entry monument, etc.) are to be located. The proposed CSP includes a variety of freestanding and building-mounted signs, including illuminated signs, canopy signs, awning signs, blade signs, window signs, monument signs, banner signs, marketing signs, address signs, address plaques, and building tenant signs.

Building-mounted project identification signs, housekeeping, directional (except hotel), proprietary box, off premises, and sidewalk/A-frame signs have been eliminated from earlier versions of the application, as they were determined to not be permissible by Section 523.1 of the Ordinance.

## **B. Summary of Outstanding Issues**

There are no outstanding staff issues.

## **C. Overall Analysis**

### **COMPREHENSIVE PLAN**

The subject properties are planned Keynote Employment areas (*Revised General Plan, Chapter 6*), for which the *Revised General Plan* (Plan) envisions that the buildings will be the prominent feature of the community when viewed from periphery roads (*Revised General Plan, Design Guidelines, Chapter 11*). Signage in these areas should thus exhibit a high quality of design and materials that complement, but do not overwhelm, the buildings themselves. Guidance regarding the development of retail signs is contained in the *Retail Plan*, which states that retail signs should be developed as an integral part of the overall center design and exhibit a unified graphic design scheme (*Retail Plan, Section VI. Design*

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<sup>1</sup> Approved site plan for three 4-story office buildings (276,494 maximum square feet), seven 1-story retail buildings (30,655 maximum square feet), parking, and associated utilities.

<sup>2</sup> Approved site plan amendment changed the designation of one of the buildings to a hotel, which is included in the 11% maximum for personal services, support retail, and restaurant uses approved under ZCPA 2000-0009.

*Guidelines, D. Signs and Lighting, 1.*). The signage, in conjunction with the landscaping, site layout, and architectural design of the buildings, should all contribute to a high visual quality that defines Keynote Employment areas. Collectively, the location, quality, and clarity of signs help define the general perception of a business or commercial center and its surroundings.

Overall, the CSP is consistent and compatible in design due to the use of a standard logo and logotype, high-quality materials, and complimentary architectural style. The CSP establishes the use of two typefaces and a standard color palette to maintain uniformity while, at the same time, allowing individual signs some flexibility. The larger signs display a design aesthetic that is intended to complement the development pattern of Lakeview at University Center. The largest signs are entrance monument signs, which are proposed at major entrances from Loudoun County Parkway and George Washington Boulevard, to identify the overall development. Lastly, numerous building-mounted signs are included to identify specific buildings or tenants and/or goods and services.

### **Aesthetics**

Signs in Keynote Employment developments, like the buildings themselves, are used to communicate a corporate image and identity. Signage should generally exhibit a high quality of design, materials and uniformity that complement the buildings. The applicant has committed to a unity of font typography and a color palette for all site permanent and temporary signs (not including tenant signs; see page 10 of the CSP) to provide an overall uniformity for the Lakeview development (Condition #1).

### **Lighting**

Condition #2 commits the applicant to provide fully shielded (emitting no light above a horizontal plane) lighting, be confined to the site, and that illumination levels will be no greater than necessary for a light's intended purpose. All lighting should be designed to preclude light trespass onto adjoining properties, glare to passersby, skyglow, and deterioration of the nighttime environment.

### **Height**

Ground mounted signs, also known as free standing or monument signs, are proposed for restaurants, banks, and the main entries from Loudoun County Parkway and George Washington Boulevard. Marketing signs are also ground-mounted, but considered temporary, and will be removed per Condition #3. The two monument signs at the Loudoun County Parkway entrance are already constructed (see photos, next page). The western sign has the lettering, and both have at least some of the plantings already in place. Future buildings will be built closer to these signs than are currently on the site. Through referral discussion, these signs were either reduced or further justified by the applicant to staff's satisfaction. See the comparative matrix at the end of this staff report to compare the proposed heights with the standards of both the 1972 and Revised 1993 ordinances.





## **Landscaping**

The County encourages street designs that are sensitive to views, pedestrian movement, landscape and physical enclosure (*Revised General Plan, Design Guidelines 1d, p. 11-8*). The incorporation of indigenous vegetation into the landscape is also encouraged (*Revised General Plan, Policy 7, pg. 5-33*)

The applicant has agreed to Condition #4 , committing to requiring plantings (and maintenance thereof) around ground-mounted signs (excluding marketing signs) that include small trees, shrubs, perennials, grasses, and grass-like plants. All freestanding signs of 6' high or greater should include trees to the sides and rear to frame the signs, lessen their visual impacts, and help mitigate the impacts of the ground-mounted spotlights.

## **ZONING**

The subject property is zoned Planned Development – Research and Development Park (PD-RDP) and governed by the 1972 Zoning Ordinance. This request for consideration for a Comprehensive Sign Package (CSP) is subject to Article 5, *General Regulations*, Section 523, *Signs – Compliance*. This Section lays out the regulations for a large variety of sign types and not only the maximum size, but also the location, lighting, mounting, maintenance, and duration of signage. Section 523 of the 1972 Zoning Ordinance regarding signs is provided in section (VI.) of this staff report.

In Article 7, *Special Districts*, Section 700.2, *Relation of PD Regulations To General Zoning, Subdivisions or Other Regulations*, allows for the Board of Supervisors to approve an application brought forth by an applicant, where the actions, designs, or solutions may be modified from the regulations, as long as they satisfy the public purpose to an equivalent degree.

In sub-section 700.5.4, *Planning Commission Recommendations to the Board of Supervisors*, criteria are laid out that must be considered as findings to support the Planning Commission recommendation – in this case, a CSP that modifies Section 523 requirements as they would apply to the application. These criteria are found in Section (V.D.) of this staff report.

Through interaction with staff, the applicant has amended the application to satisfy all zoning and permitting comments regarding discrepancies in size, number and types of signs included with the application.

**D. ZONING ORDINANCE CRITERIA FOR APPROVAL**

Section 700.5.4 of the 1972 Zoning Ordinance provides the following standards that the Planning Commission must consider when developing findings in support of a recommendation to the Board of Supervisors. Staff includes the following analysis for each criterion:

- a. Standard As to the suitability of the tract for the general type of PD district proposed in terms of relation to the comprehensive plan, physical characteristics of the land and its relation to surrounding area and existing and probable future development;
- Analysis The Lakeview at University Center Comprehensive Sign Package is suitable in light of other approved mixed-use developments in the Suburban Policy Area in providing adequate, attractive, and functional signage to guide both vehicles and pedestrians to their desired destinations on the property.
- b. Standard As to relation to major roads, utilities, public facilities and services;
- Analysis The Lakeview at University Center Comprehensive Sign Package provides signage that complements and respects the sidewalks, pathways, and roadways adjacent to and within the development with pedestrian scale signage in those locations where interaction is primarily with pedestrians, as well as providing signage on a scale that facilitates the passing motorist in finding and accessing their desired destination.
- c. Standard As to adequacy of evidence on unified control and suitability of any proposed agreements, contracts, deed restrictions, sureties, dedications, contributions, guarantees, or other instruments, or the need for such instruments or for amendments in those proposed;
- Analysis The Lakeview at University Center Comprehensive Sign Package provides a unified and hierarchical level of signage that is appropriate in both number and size for the buildings proposed and the customers they are meant to serve.
- d. Standard In connection with plans submitted as part of the application, as to the suitability of such plans or the desirability of amendments; and,
- Analysis The Lakeview at University Center Comprehensive Sign Package provides a unified and hierarchical level of signage, including a site map identifying where each proposed sign will be located on the property, that is appropriate in both number and size for the buildings proposed and the customers they are meant to serve.
- e. Standard As to desirable specific modifications in PD or general regulations as applied to the particular case, based on determination that such modifications are necessary or justified in the particular case by demonstration

that the public purposes of PD or general regulations as applied in the particular case would be met to at least an equivalent degree by such modifications.

Analysis The Lakeview at University Center Comprehensive Sign Package provides a level of signage not fully envisioned in the 1972 Zoning Ordinance that is generally consistent with comprehensive sign packages approved by the County at other mixed-use developments. It will serve the public purpose by providing a complete array of signage types to both foster economic development and safely and accurately guide customers and users to the uses provided within the Lakeview at University Center development.

## **VI. 1972 Zoning Ordinance, Section 523, Signs**

### **523 SIGNS – COMPLIANCE**

All signs shall comply with the following provisions and it shall be unlawful for any person to erect or maintain a sign which does not comply.

#### **523.1 Certain Signs Prohibited**

Signs with any of the following characteristics:

523.1.1 Violates Virginia law. Violates any provisions of the laws of Virginia relating to outdoor advertising including Sections 33-298 to 33-327 inclusive, Sections 33-279 and 46-187 of the Code of Virginia, as amended;

523.1.2 Other than on property or structure to which it directs attention. Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Highways, and (b) any other sign which is specifically provided for in this article;

523.1.3 Outlines any building with neon or other lights. Outlines any building or part thereof with neon or other lights;

523.1.4 On trees, fences, public utility pole, etc. Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker or another sign except such as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, or (d) not visible from any highway.

523.1.5 Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.

#### **523.2 Signs Permitted**



Only signs as listed described or otherwise provided for as follows shall be permitted, and these shall be subject to such regulations as are specifically set forth in each case and to all other regulations in this ordinance. No other signs shall be permitted.

- 523.2.1 Government signs. Signs erected and maintained by the Virginia Department of Highways or other governmental authorities in accordance with law.
- 523.2.2 Historical markers erected by duly authorized public authorities.
- 523.2.3 Danger; aviation, railroad, bridge, ferry transportation, Red Cross, and other signs as set forth in Section 33.1-355 (5), (6), (7), (8), (15) and (17) of the Code of Virginia 1950, as amended.
- 523.2.4 Hunting, fishing or trespassing signs erected on the appurtenant property soled as a warning or notice. Such signs shall not exceed an area of 1.5 square feet and shall not be illuminated.
- 523.2.5 Informational signs of a public or quasi-public nature identifying or locating a town, planned community, hospital, community center, public building or historic place situated in Loudoun County, Virginia, and also signs identifying or locating a school, college, YMCA, YWCA, church or similar place of worship, board of trade, service club, soil conservation activity, 4-H Club, Isaac Walton League, Chamber of Commerce, or similar public or quasi-public activity for religious, civic, educational or cultural purpose, and signs drawing attention to public parking lots, rest rooms or other public conveniences relating to such places or activities. Such signs shall not exceed an area of 6 square feet, shall not be illuminated, shall contain no advertising matter, and shall be set back not less than 5 feet from the fronting highway right-of-way. Nothing contained herein shall be construed to limit the effect of regulations applicable to government signs or historical markers.
- 523.2.6 Official notices or signs posted or displayed by or under the direction of any public or court officer in the performance of his official or directed duties, or by trustees under deeds of trust, deeds of assignment or similar instruments. Such signs shall not exceed an area of 2 square feet, shall not be illuminated and shall contain no advertising matter, other than that which may be required by law.
- 523.2.7 Church bulletin boards, not exceeding 50 square feet in total area, located on the church property.
- 523.2.8 Name signs upon property displaying the name and/or address of the owner, lessee or occupant of the premises. There shall be permitted only two such signs for each dwelling, lot or property. Such signs shall not exceed an area of 2 square feet each and shall contain no advertising matter.
- 523.2.9 Home occupational signs upon property displaying the name and/or address of the occupant of the premises and the nature of the home occupation. There shall be permitted only one such sign upon one lot or parcel of property. Such sign shall not exceed a total area of 1 square feet, shall not be illuminated, and shall be set back no less than 5 feet from the fronting highway right-of-way. (Amended 4/17/79)

- 523.2.10 Tourist home signs announcing accommodations only when located on the premises. There shall be permitted only two such signs upon one lot. Such signs shall not exceed a total area of 6 square feet, and shall be set back not less than 5 feet from the fronting highway right-of-way. Such signs may be illuminated by using white lights only.
- 523.2.11 Farm signs erected or maintained on any farm by a owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, or services sold, produced, manufactured or furnished on such farm. There shall be only two such signs upon one farm property. Such signs on any one farm property shall not exceed a total area of 12 square feet and they shall be set back not less than 5 feet from the fronting highway right-of-way, except that the total area may be 25 square feet if they are set back 40 feet or more from the fronting highway right-of-way.
- 523.2.12 Wayside stand signs erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock or merchandise sold from said stand and produced on the farm property where the signs are located. There shall be not more than 3 such wayside stand signs permitted upon each farm property (in addition to the farm signs permitted under 523.2.11 hereof). With respect to such 3 wayside stand signs and the 2 farm signs (or a total of 5 signs) the following regulations shall apply. The total area of the 5 signs shall not exceed 30 square feet. The maximum area of any one of the 5 shall be 25 square feet, and the total area of the 3 largest signs shall not exceed 34 square feet. No such sign shall be set back less than 5 feet and any such sign whose area is more than 12 square feet shall be set back at least 40 feet from the fronting highway right-of-way.
- 523.2.13 Store window signs or displays on or within store windows relating to the business conducted within; or to amusements or civic, religious, cultural, educational or charitable activities.
- 523.2.14 Construction signs erected and maintained on the site of a structure during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, or engineer. There shall be permitted only one such sign upon one site for each contractor or sub-contractor. Such signs shall not exceed an area of 12 square feet, each shall not be illuminated: and shall be set back not less than 10 feet from the fronting highway right-of-way.
- 523.2.15 Real estate signs pertaining only to the offering for sale or lease of the land or structures on the land upon which the sign is placed. There shall be permitted only one such sign upon any lot of less than 10 acres. For a lot in excess of 10 acres there shall be permitted two such signs. In all residential zones the area of such signs shall not exceed 4 square feet each, except that in the case of a lawful subdivision one such sign may be erected and maintained with an area of not more than 25 square feet, provided that the area of all real estate signs within the subdivision which front on a public highway averages no more than 4 square feet per lot fronting on the highway. Such signs shall not be illuminated and shall be set back at least 5 feet from the fronting highway right-of-way line. In all commercial and industrial zones, the area of such signs shall not exceed 25 square feet each. Such signs shall not be illuminated, and shall be set back at least 5 feet from the fronting highway right-of-way.
- 523.2.16 Motel and trailer camp signs announcing accommodations and services only when located on the premises occupied by the motel or trailer camp. No such sign shall

exceed 25 square feet in area and the total of all such signs relating to any one motel or trailer camp shall not exceed four in number nor a total of 50 square feet in area. Such signs may be illuminated by white lights only.

523.2.17 Theatre and outdoor motion picture theatre signs relating only to the theatre business on the property. No such sign shall exceed 60 square feet in area and the total of all such signs relating to any one theatre shall not exceed four in number, nor a total of 60 square feet in area. Such signs may be illuminated by white lights only.

523.2.18 Business signs of a character which have not been listed or described heretofore in the sub-sections of this article provided they advertise only goods or services offered on the premises and subject to the following:

- a. In any residential district there shall be permitted on any one lot of 10 acres or less not more than one such sign with respect to any one business use, and on any one lot of more than 10 acres not more than 2 such signs with respect to any one business use, provided that no such sign shall exceed 4 square feet in area, be illuminated, or be located within 10 feet of the front street line.
- b. In A-3 and A-10 districts there shall be permitted, on any one lot of record not more than two such signs with respect to any one business use, provided they do not exceed 12 square feet in total area, they are not illuminated, and are set back 15 feet from the fronting highway right-of-way.
- c. In any commercial or industrial districts there shall be permitted on any one lot 3 such signs with respect to any one business use, no one of which shall exceed an area of 30 square feet in the case of a C-1 or PD-CH district, and 60 square feet in the case of a PD-SC and any industrial district, and the aggregate area of which shall not exceed 60 square feet in the case of a C-1 or PD-CH district or 100 square feet in the case of an PD-SC and any industrial district provided they are set back from the fronting highway right-of-way not less than 10 feet and provided that in a PD-IP and PD-AI district no sign shall be closer than 25 feet to a street right-of-way line. One sign not to exceed 75 square feet shall be permitted for a shopping center, commercial development, or industrial park; in addition to sign permitted above. No such sign shall be closer to any highway right-of-way than 10 feet.

523.2.19 Temporary signs may be permitted in reasonable number as determined by the Zoning Administrator, provided these are not illuminated and a permit is obtained from the Zoning Administrator if required as hereinafter provided and subject to the following regulations:

- a. In R-2, R-4 and PDH Zones such signs shall not exceed 2 square feet in area;
- b. In A-10, A-3 and R-1 Zones such signs shall not exceed 4-square feet in area;
- c. Any person desiring to erect 3 or more temporary signs for one activity shall first, obtain a temporary sign permit from the Zoning Administrator, giving all reasonable information required. The Zoning Administrator shall grant no temporary, sign permit for a period of more than 3 months, and only upon written agreement by the applicant that the signs shall be removed at applicant's expense before the

expiration of a date specified in the permit. A reasonable bond to insure such removal may be required by the Zoning Administrator.

**523.3      Removal of Signs**

Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance, the Zoning Administrator shall order such sign to be made safe or comply with ordinance, as the case may be, or be removed. Such order shall be sent by registered mail and shall be complied with within 12 days from the date of mailing said order by the person owning or responsible for the sign. Failure to comply shall constitute grounds for the Zoning Administrator to have the sign removed, and the cost thereof shall be added to any fine imposed for violation under this ordinance.

**523.4      Non-Conforming Signs and Removal**

Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such non-conforming sign, the area of which is over 60 square feet, shall be removed prior to December 31, 1982, provided however that where prior zoning ordinances required earlier removal signs required to be removed under such ordinances shall be so removed.

**523.5      Traffic Hazards**

No sign shall be located or illuminated in such a manner as, in the opinion of the County Resident Engineer, to cause a traffic hazard. Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the County Resident Engineer.

**523.6      Sign Permits**

No sign in excess of 20 square feet in area shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee is paid therefore (Section 908), and unless the proposed sign conforms with the requirements of this Ordinance.

<b>VII. ATTACHMENTS</b>			<b>PAGE NUMBER</b>
<b>1. Review Agency Comments</b>			
a. Planning, Comprehensive Planning	(01/23/09, 09/10/08)		A-001
b. Building and Development, Zoning Administration	(01/30/09, 09/18/08)		A-017
<b>2. Applicant Submission – Response to Referral Comments</b>	(02/05/09, 12/15/08)		A-021
<b>3. Applicant Submission – Statement of Justification</b>	(revised 02/13/09)		A-043
<b>4. Applicant Submission – Disclosure of Real Parties in Interest /Reaffirmation</b>	(signed 02/27/09)		A-047
<b>5. Lakeview at University Center Comprehensive Sign Package</b>	(02/24/09)		Attached

## VIII. MATRIX – PREVIOUSLY APPROVED COMPREHENSIVE SIGN PLANS

Attached is a matrix table that compares this application with the 1972 Zoning Ordinance, the Revised 1993 Zoning Ordinance, and with recently approved comprehensive sign plans/packages. In many instances, the application aligns better with the Revised 1993 ordinance, which is exemplified where there is no corresponding regulation under the 1972 ordinance. This appears to be why the applicant is seeking the CSP – because a modern mixed use development has signage needs that are expressed in the 1972 ordinance. The approved sign packages are noted as being subject to the 1972 or Revised 1993 ordinances.

### Using the Matrix Table

The four comparable elements – (1.) the request in this application; (2.) the 1972 Ordinance standard; (3.) the Revised 1993 Ordinance standard; (4.) approved applications with signs of the subject type – are listed across the top, left to right. The type of proposed sign in the CSP is then listed vertically on the left-hand side. All comparable information is listed horizontally on the same line as the proposed request. In cases where there is no means to compare standards of either Ordinance, it is noted with 'n/a' – not available.

LAKEVIEW AT UNIVERSITY CENTER Comprehensive Sign Package		1972 Zoning Ordinance			Revised 1993 Zoning Ordinance - (Table 5-1204(D))			APPROVED APPLICATIONS	
Proposed Sign Type	REQUEST	Section Reference	Section Name (ie, Type of Sign)	STANDARD	Section Reference	STANDARDS		App. Name/#	STANDARDS
Project Entry Monument Sign (ground-mounted, freestanding identification signs)	4 TOTAL	Section 523.2.18c	Business Sign – Project Sign	1 Sign MAX	(3) Commercial / Office Signs (I) PD-OP & PD-RDP Development Entrance			East Gate Marketplace (ZMOD 2006-0017)	1 MAX sign
	2 MAX / vehicular entrance								1063 SF MAX area background structure
	350 SF MAX including base			75 SF MAX			2 / vehicular entrance		86 SF MAX any sign
	HEIGHT 8' MAX			n/a			60 SF max / sign	Revised 1993	7'4" MAX height
	LIGHTING Ground mounted			n/a			Ground mounted		Ground mounted
MINIMUM SETBACK	10' from the fronting highway R.O.W.			10' from the fronting highway R.O.W.			10' from the fronting highway R.O.W.	5' from the fronting highway R.O.W.	
Marketing Signs (freestanding)	1 sign MAX per building	Section 523.2.15	Real Estate Signs		(6) Real Estate Signs  (c.) Real Estate Commercial For Sale Sign				1 sign per lot of 10 acres or less;
									2 signs per lot of more than 10 acres
	24 SF MAX per sign side. Signs may be two-sided for a MAX sign area of 48 SF			25 SF MAX per sign			20 SF MAX per sign		
	LIGHTING Non-illuminated			Non-illuminated			None Permitted		
	MINIMUM SETBACK not listed			5' from the fronting highway R.O.W.			5' from the fronting highway R.O.W.		
Office Building Address		Section 523.2.8	Name Signs upon property displaying the name and/or address of the owner, lessee, or occupant of the premises		Office Building Addresses are not regulated by the Revised 1993 Zoning Ordinance				
Building Address Number (building-mounted)	1 sign MAX at primary building entrance doors			2 signs MAX for each dwelling, lot or property.					
	LIGHTING Non-illuminated			2 SF aggregate					
Building Address Plaque (building-mounted)	1 sign MAX at primary building entrance doors								
	8 SF MAX area per sign								
	LIGHTING Non-illuminated								
Office Tenant Sign (building-mounted)	50 SF MAX area per sign at roofline	Section 523.2.18c	Business Signs	100 SF aggregate	(3) Commercial / Office Signs (d) (PD-CC(CC)) Planned Development Community Center  Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD-TREC PD-TRC, PD-MUB, PD-RV, PD-CV Districts				2 SF/ linear foot of building frontage
	30 SF MAX area per sign at 2nd floor line			60 SF MAX any sign					60 SF MAX any sign
	10 signs MAX per building.			3 signs MAX per tenant					3 signs MAX
	2 signs MAX per long elevation at roofline			n/a					1 Sign/façade MAX
	2 signs MAX per long elevation at 2nd floor line			n/a					n/a
	1 sign MAX on each short elevation			n/a					n/a
									Roofline MAX height
	LIGHTING Internally or externally illuminated			n/a					Building Mounted, backlight/white light

VIII. MATRIX

PAGE 1



LAKEVIEW AT UNIVERSITY CENTER Comprehensive Sign Package		1972 Zoning Ordinance			Revised 1993 Zoning Ordinance - (Table 5-1204(D))			APPROVED APPLICATIONS		
Proposed Sign Type	REQUEST	Section Reference	Section Name (ie, Type of Sign)	STANDARD	Section Reference	STANDARDS			App. Name/#	STANDARDS
Retail Center Signage for In-Line Retail – End User  (building-mounted)	90 SF aggregate per tenant or 150 SF if awning used as optional sign	Section 523.2.18c	Business Signs	100 SF aggregate	(3) Commercial / Office Signs  (h), (i), and (j) - (PD- CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs  In Line Structure with:	up to 4,000 SF	4,000-15,000 SF	15,000+ SF	East Gate Marketplace (ZMOD 2006- 0017)  Revised 1993	no aggregate
	<u>Building Mounted Retail Tenant Signs</u>  30 SF MAX any sign 3 signs MAX per tenant  1 sign per front, rear, or side elevation			60 SF MAX any sign		60 SF Max	100 SF Max	200 SF MAX		1.5 SF / linear ft of tenant frontage
				3 signs MAX per tenant		1/public entrance	1/public entrance	1/public entrance		2 / tenant
				n/a		30 SF MAX any sign	60 SF MAX any sign	60 SF MAX any sign		max height - roofline
										Building Mounted, internally illuminated
LIGHTING	Internally or externally illuminated									
	<u>Optional Type Retail Tenant Signs</u> Tenant may chose to provide 1 of any of the following signs in addition to Building Mounted Retail Signs: canopy, awning, window, projecting									
Retail Center Signage for In-Line Retail – Middle User  (building-mounted)	60 SF aggregate per tenant or 150 SF if awning used as optional sign	Section 523.2.18c	Business Signs	100 SF aggregate	(3) Commercial / Office Signs  (h), (i), and (j) - (PD- CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs	up to 4,000 SF	In Line Structure with: 4,000-15,000 SF	15,000+ SF	East Gate Marketplace (ZMOD 2006- 0017)  Revised 1993	no aggregate
	<u>Building Mounted Retail Tenant Signs</u>  30 SF MAX area per sign 2 signs MAX per tenant  1 sign per front and rear elevation			60 SF MAX any sign		60 SF Max	100 SF Max	200 SF MAX		1.5 SF / linear ft of tenant frontage
				3 signs MAX per tenant		1/public	1/public entrance	1/public entrance		2 / tenant
				n/a		30 SF MAX any sign	60 SF MAX any sign	60 SF MAX any sign		max height - roofline
										Building Mounted, internally illuminated
LIGHTING	Internally or externally illuminated									
	<u>Optional Type Retail Tenant Signs</u> Tenant may chose to provide 1 of any of the following signs in addition to Building Mounted Retail Signs: canopy, awning, window, projecting									
Retail Center Signage – Address Sign  (building-mounted)	Per Fire Marshall requirements or directly over main entry doors.	Section 523.2.8	Name Signs upon property displaying the name and/or address of the owner, lessee, or occupant of the premises	2 signs MAX for each dwelling, lot or property	Office Building Addresses are not regulated by the Revised 1993 Zoning Ordinance					
	LIGHTING	10 SF MAX area per sign Non-illuminated								

LAKEVIEW AT UNIVERSITY CENTER Comprehensive Sign Package		1972 Zoning Ordinance			Revised 1993 Zoning Ordinance - (Table 5-1204(D))			APPROVED APPLICATIONS	
Proposed Sign Type	REQUEST	Section Reference	Section Name (ie, Type of Sign)	STANDARD	Section Reference	STANDARDS		App. Name/#	STANDARDS
<b>Bank</b> (building-mounted and monument signs)	MAX aggregate = 1 SF per linear foot of building façade, up to 300 SF MAX per establishment	Section 523.2.18c	Business Signs	(does not differentiate locations like CSP)	(3) Commercial / Office Signs  (II) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.)				
	<b>Bank - Building Mounted Signs</b>			100 SF MAX aggregate 60 SF MAX any sign 3 signs MAX per tenant					
	200 SF MAX aggregate							60 SF aggregate	
	50 SF MAX area per sign							20 SF MAX any sign	
	4 signs MAX							3 MAX signs/tenant	
LIGHTING	1 sign per building elevation			n/a				1 sign/façade	
	Internally or externally illuminated			n/a					
	<b>Bank – Pad Site Free Standing Signs</b>								
	40 SF MAX area per sign							30 SF MAX any sign	
	1 sign MAX per use							1 sign/vehicular	
HEIGHT	5' MAX							3 MAX signs (for center)	
LIGHTING	Internally or externally illuminated							15' MAX height	
								Backlight or white light	
	<b>Bank – Pad Site Miscellaneous Sign</b>				(7) Miscellaneous Signs  (e) Informational Signs				
	30 SF total MAX aggregate							n/a	Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011
	6 SF MAX per sign side							1/use	"Future use Identification"
	12 SF MAX if 2-sided							2 SF any sign	48 SF aggregate
HEIGHT	n/a							5' MAX (freestanding)	4 MAX signs
LIGHTING	Non-illuminated							Backlight/White light	12 SF MAX any sign
									7' MAX height (on poles)
								Revised 1993	none
	<b>Bank – Building Mounted Banners</b>								
	25 SF MAX per sign								Loudoun Valley Villages Comprehensive Sign Plan, ZMOD 2006-0011
	2 signs MAX per use								"Banners"
	1 sign per elevation								24 SF per side (48 SF)
LIGHTING	Non-illuminated							Roofline MAX height	17 MAX signs
								Backlight or white light	30' MAX height
								Revised 1993	no lighting



LAKEVIEW AT UNIVERSITY CENTER Comprehensive Sign Package		1972 Zoning Ordinance			Revised 1993 Zoning Ordinance - (Table 5-1204(D))			APPROVED APPLICATIONS		
Proposed Sign Type	REQUEST	Section Reference	Section Name (ie, Type of Sign)	STANDARD	Section Reference	STANDARDS		App. Name/#	STANDARDS	
Childcare Center Signs (building-mounted and monument signs)	The maximum sign area will be 160 SF aggregate per child care center.	Section 523.2.18c	Business Signs	(does note differentiate locations like CSP)	(3) Commercial / Office Signs  (v) Child Care Center					
				100 SF aggregate			20 SF aggregate			
				60 SF MAX any sign			10 SF MAX any sign			
				3 signs MAX per tenant			2 MAX signs			
LIGHTING	Childcare Center - Building Mounted Signs									
	100 SF MAX aggregate			n/a						
	50 SF MAX any sign			n/a						
	2 signs MAX									
LIGHTING	1 sign MAX per building elevation									
	Internally or externally illuminated									
	Childcare Center – Pad Site Free Standing Signs									
	30 SF MAX area per sign									
LIGHTING	1 sign MAX per use									
	Internally or externally illuminated									
	Childcare Center – Pad Site Miscellaneous Sign									
	30 SF MAX aggregate									
HEIGHT	6 SF MAX per sign									
	6' MAX						8' MAX freestanding			
	LIGHTING	Non-illuminated								
	Freestanding Restaurant Signs (building mounted)	MAX aggregate = 1 SF per linear foot of building façade, up to 300 SF MAX per establishment	Section 523.2.18c	Business Signs	(does note differentiate locations like CSP)	(3) Commercial / Office Signs  (bb) Restaurant (freestanding building)				
100 SF MAX aggregate							up to 4,000 SF	over 4,000 SF		
MAX 3 signs per tenant							60 SF aggregate	120 SF aggregate		
60 SF MAX any sign							3 MAX signs	3 MAX Signs		
LIGHTING	Restaurant - Building Mounted Signs									
	4 signs MAX			n/a				Building Mounted Sign		
	1 sign on each building elevation			n/a						
	50 SF MAX area per sign			n/a			60 SF MAX any sign			
LIGHTING	Internally or externally illuminated			n/a						
	Restaurant – Pad Site Miscellaneous Signs									
	30 SF MAX aggregate			n/a				Ground-mounted/ Freestanding Sign		
	4 SF MAX per sign			n/a						
LIGHTING	Non-illuminated – except menu display signs mounted adjacent to main entries may be internally lit			n/a			30 SF MAX any sign	30 SF MAX any sign		
							Backlight	Backlight		
	Restaurant – Building-Mounted Banners									
	25 SF MAX per sign			n/a			n/a	n/a		
LIGHTING	2 signs MAX per use			n/a						
	1 sign MAX per elevation			n/a						
	Non-illuminated			n/a						

LAKEVIEW AT UNIVERSITY CENTER Comprehensive Sign Package		1972 Zoning Ordinance			Revised 1993 Zoning Ordinance - (Table 5-1204(D))			APPROVED APPLICATIONS	
Proposed Sign Type	REQUEST	Section Reference	Section Name (ie, Type of Sign)	STANDARD	Section Reference	STANDARDS		App. Name/#	STANDARDS
Hotel (building mounted and monument signs)	<b>Hotel - Building Mounted Signs – 4 or more stories</b>	Section 523.2.18c	Business Signs		(3) Commercial / Office Signs			BPG Dulles Hotels CSP, ZMOD 2008-0001	
	250 SF MAX aggregate sign area			100 SF MAX aggregate		90 SF Max aggregate sign area			303 SF MAX aggregate
	100 SF MAX area - eastern elevation								
	75 SF MAX area - norther and southern elevations			60 SF MAX any sign		50 SF MAX any sign			Hotel Façade TOTAL (Aloft)
	3 signs MAX			3 signs MAX per tenant		1 / façade, no more than 3			250 SF MAX any sign
	1 sign per north, south, east elevations only			n/a					2 front / 1 rear facades
LIGHTING	Internally or externally illuminated			n/a		backlight			backlight
	<b>Hotel - Building Mounted Signs – 3 or less stories</b>				(y) Hotel, Motel, and Conference Center (1-3 stories)				
	150 SF MAX aggregate sign area					90 SF Max aggregate sign area			
	50 SF MAX area per sign					40 SF MAX any sign			
	3 signs MAX					1 / façade, no more than 3			
	1 sign per elevation								
LIGHTING	Internally or externally illuminated			n/a		backlight			
	<b>Hotel - Monument Signs</b>				(w) Hotel, Motel, and Conference Center - (freestanding) Entrance Signs			BPG Dulles Hotels CSP, ZMOD 2008-0001	
	50 SF MAX area per sign (incl. base)					20 SF MAX any sign (Background structure- + 45 SF)			68 SF MAX aggregate
	2 signs MAX					1 / vehicular entrance			68 SF (34 SF per side)
HEIGHT	6' MAX					15' MAX		Hotel Entrance Sign	1 / vehicular entrance
LIGHTING	Internally or externally illuminated			n/a		Backlight or White light			6'1"
									Ground mounted white light
	<b>Hotel – Pad Site Miscellaneous Signs</b>								
	30 SF total MAX aggregate								
	6 SF MAX per sign								
LIGHTING	Non-illuminated			n/a					